

NEW HAMPSHIRE STATE LIQUOR COMMISSION
APRIL 19, 2006, 1:00 P.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Products:
 - a. Test Market Request (Milagro Anejo Tequila)
 - b. Test Market Request (Cabana Bay Coconut & Pineapple/Coconut Rums)
 - c. Test Market Result (Code #3981)
 - 2) Father's Day Sale
 - 3) June Special Offers:
 - a. 41 items – Executive Wine & Spirits
 - b. 111 items – Horizon Beverage Company
 - c. 249 items – Southern Wine & Spirits of N.E., Inc.
- B. WINES:
 - 1) Special Offers for June 2006:
 - a. 2 items – Father's Day Sale
 - b. 4 items – E & J Gallo Winery
 - c. 4 items – Executive Wine & Spirits
 - d. 11 items – Horizon Beverage Company
 - e. 9 items – Martignetti Companies of N.H.
 - 2) July 2006 E-Mail Alert Coupons:
 - a. Horizon Beverage Co./Sebastiani Vineyards
 - b. Pine State Trading Co./Rex Goliath
 - 3) Beam Estates Gift Card Give Away – June, July & August 2006
 - 4) Gallo 25% Off Sale, Tastings, and Mirassou Visit
 - 5) South Corp Buy One Get One Half Off
 - 6) Recommended Allocated Wines for Distribution to Selected Stores
(2 items)

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- 7) Recommended Allocated Wines (Absolutes) for Distribution to
Selected Stores (3 items)
- 8) "R" Wines for Allocation to Licensees (1 item)
- 9) Primary Source Submissions (1 primary source; 1 exclusive agent;
63 imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

V. EXECUTIVE SESSION

1. Store Locations

/D. Hartford